Engaging Communities With Crowdsourcing: From Community Info Site to LocalWiki

- **LocalWiki**: A hyperlocal, community-edited site, organized around the general principals and technical infrastructure laid out at [http://localwiki.org](http://localwiki.org)
  - Built on open-source software
  - No cost to set up (other than time and possible hosting expenses)
  - Geographically-themed
  - Overall project supported by the Knight Foundation

- **Prominent LocalWikis:**
  - DavisWiki: [http://daviswiki.org](http://daviswiki.org) (Davis, CA)
  - TriangleWiki: [http://trianglewiki.org](http://trianglewiki.org) (Raleigh, NC)
  - ArborWiki: [http://arborwiki.org](http://arborwiki.org) (Ann Arbor, MI—hosted by Ann Arbor District Library)
  - See more at [http://guide.localwiki.org/Communities](http://guide.localwiki.org/Communities)

- **Main contact**: Marina Kukso, Managing Director ([marina@localwiki.org](mailto:marina@localwiki.org))

- **How to start:**
  - Easiest: Go to [http://localwiki.net](http://localwiki.net), create an account and click the “Add Region” button at the bottom of the page (new hosted setup). Your URL will be [http://localwiki.net/[yourlocation]](http://localwiki.net/[yourlocation])
  - More work (and cost): Host the wiki yourself. See [http://guide.localwiki.org](http://guide.localwiki.org)
  - Possibly phasing out the self-hosted option, so contact Marina Kukso first!
  - Customize your front page, put up some initial content, then start the outreach.

- **Building community:**
  - Advertising
  - Edit-a-thons
  - Personal networking
  - Invite school participation
  - Encourage users to bring their own ideas and create pages, upload photos, etc.
  - “Seed” ideas: local architecture, cool public art, famous/notable residents, historical events.
  - Expect it to accrue slowly, don’t force it.
  - Remember that you don’t “own” the site as a library-controlled project. You’re a partner/contributor. You may be the main technical contact.
  - Have fun!